

WHO WE ARE

Ko wai ra te Kaunihera me ōna āhuatanga katoa



YOUR COUNCIL

The Whakatāne District Council is your Council. We are here to look after your interests and try to develop a district in which we all want to live, work and play. Like you, we are also ratepayers and members of this community and care about the same things you do. You have elected us to represent the whole community.

This LTP has been developed to ensure the well-being of our community. This section looks at who we are, how we operate and how you can get in contact with us if you have any questions or comments.



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RANGITĀIKI WARD



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YOUR COMMUNITY BOARDS

The Council has five community boards covering the entire District. Each board has six members elected from within the community board areas and one appointed councillor from the same area.

Community boards provide a link between the Council and the community. If you have issues in your local community, have a question about a Council process or service, looking for more information or advice, or have an idea to

enhance your community, then you might like to contact your local community board representative. Alternatively, community boards meet every seven weeks in an open meeting that you are welcome to attend. Contact information for your community board representatives and more details on meeting dates and venues are available on our website: www.whakatane.govt.nz



MURUPARA
Community Board



OHOPE BEACH
Community Board



Rangitaiki
Community Board



TANEATUA
Community Board



WHAKATANE
Community Board

Jacob Te Kurapa - Chair
Arleen Tanirau - Deputy Chair
Pourotu Ngaropo - Councillor
Charlotte Skeet
Trish Ammunson
Awhina Chapman
Honey Tuhua

Chris Dohrman - Chair
Gerard Casey - Deputy Chair
Judy Turner - Councillor
Jose Howe
Mike King
Hugh Lovelock
Sabine Poppe

Graeme Bourk - Chair
Gavin Dennis - Deputy Chair
Gerard Van Beek - Councillor
Viv Barr
Kris Byrne
Evan Harvey
Vicky Richards

Dave Kyle - Chair
Diane Yalden - Deputy Chair
Andrew Iles - Councillor
Geoff Chater
Les Knowles
Monty Kora
Luke Ruiterman

Neville Delahunty - Chair
Mike Naude - Deputy Chair
Scott Jarrett - Councillor
George Chambers
Tony Hall
Peter Lander
Ken Lynch



YOUR IWI LIAISON COMMITTEE

The Iwi Liaison Committee membership consists of representatives from across the District. The committee provides a Māori world view to decision-making with the following contexts: mana atua - spiritual dimension; mana tipuna - ancestral dimension; mana whenua - land dimension, landmarks of cultural and/or historical importance; mana tangata - community (social input) at waka, hapū and iwi levels. The Committee meet every seven weeks in an open meeting. More information on the Iwi Liaison Committee can be found in the 'High-level Strategies and Plans' section of this LTP.

IWI LIAISON COMMITTEE

Joshua Kalan - Chair - *Te Kōmiti o Runga*

Mihipeka Sisley - Deputy Chair - *Ngāti Awa ki Rangitāiki*

Joe Mason - *Ngāti Awa*

Paki Te Pou - *Te Waimana Kaakū*

Te Makarini Temara - *Te Manawarū Ruatāhuna*

Robert Jenner - *Ngāti Manawa*

Bronco Carson - *Ngāti Whare*

Huia Pacey - *Ngāti Tūwharetoa*

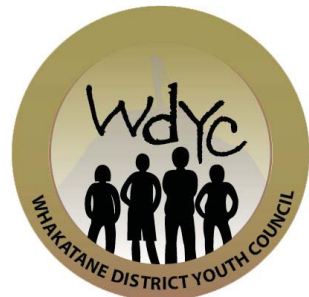
Henry Pryor - *Ngāti Rangitīhi*

Bruce Pukepuke - *Upokorehe*

Tony Bonne - Mayor

Pourotu Ngaropo - Councillor

George Johnston - Councillor



YOUR YOUTH COUNCIL

The Whakatāne District Youth Council consists of 22 young people aged 12 – 24. The team has been appointed to work on youth related projects and provide the Council with a youth perspective. Members consist of a mixture of ethnicity, age, gender, experience and from different geographic locations around the District. More information about our Youth Council can be found on our website www.whakatane.govt.nz.

COUNCIL STRUCTURE

BOARDS

- Whakatāne Airport Board
- Toi EDA

COUNCIL

Meets every seven weeks or as required for LTP, Annual Plan and other relevant legislative requirements

- Non-delegatable functions (e.g. set rates, adopt Bylaws)
- Civic matters
- Chief Executive performance

JOINT COMMITTEES

- Bay of Plenty Civil Defence Emergency Management Group
- Regional Transport Committee

MONITORING & POLICY COMMITTEE

Meets seven weekly or as required

- Monitors and reviews Council's performance against approved plans and policies
- Develops strategies, policies and plans
- Develops LTP and Annual Plan
- Approves Council submissions to other organisations
- Receives Treasury Reports and monitors Treasury

PROJECTS & SERVICES COMMITTEE

Meets seven weekly or as required

- Monitors activities and services of Council
- Monitors operational performance against levels of service
- Develops proposals, options and costs of projects
- Monitors progress of projects
- Progresses sale of properties approved in LTP and Annual Plan
- Receives minutes of quasi Council bodies such as Whakatāne District Sister Cities Association, Pride Whakatāne Committee and Eastern Bay Road Safety Committee

HEARINGS COMMITTEE

Meets twice a month and as required

- Resource consent applications
- Matters related to the:
 - Environment Court appeals
 - Reserves Act Hearings
 - Sales of Liquor Act Hearings
- Hears objections to Development Contributions and Resource Management Act decisions

IWI LIAISON COMMITTEE

Meets seven weekly

- Provides a Māori perspective to decision making
- A Tūtohi Ngā (Memorandum of Understanding) between the Committee and the Council was updated and signed in March 2011

AUDIT COMMITTEE

Meets three to four times a year and as required

- External and internal financial control and reporting

YOUTH COUNCIL

Meets Monthly

SPECIAL COMMITTEES

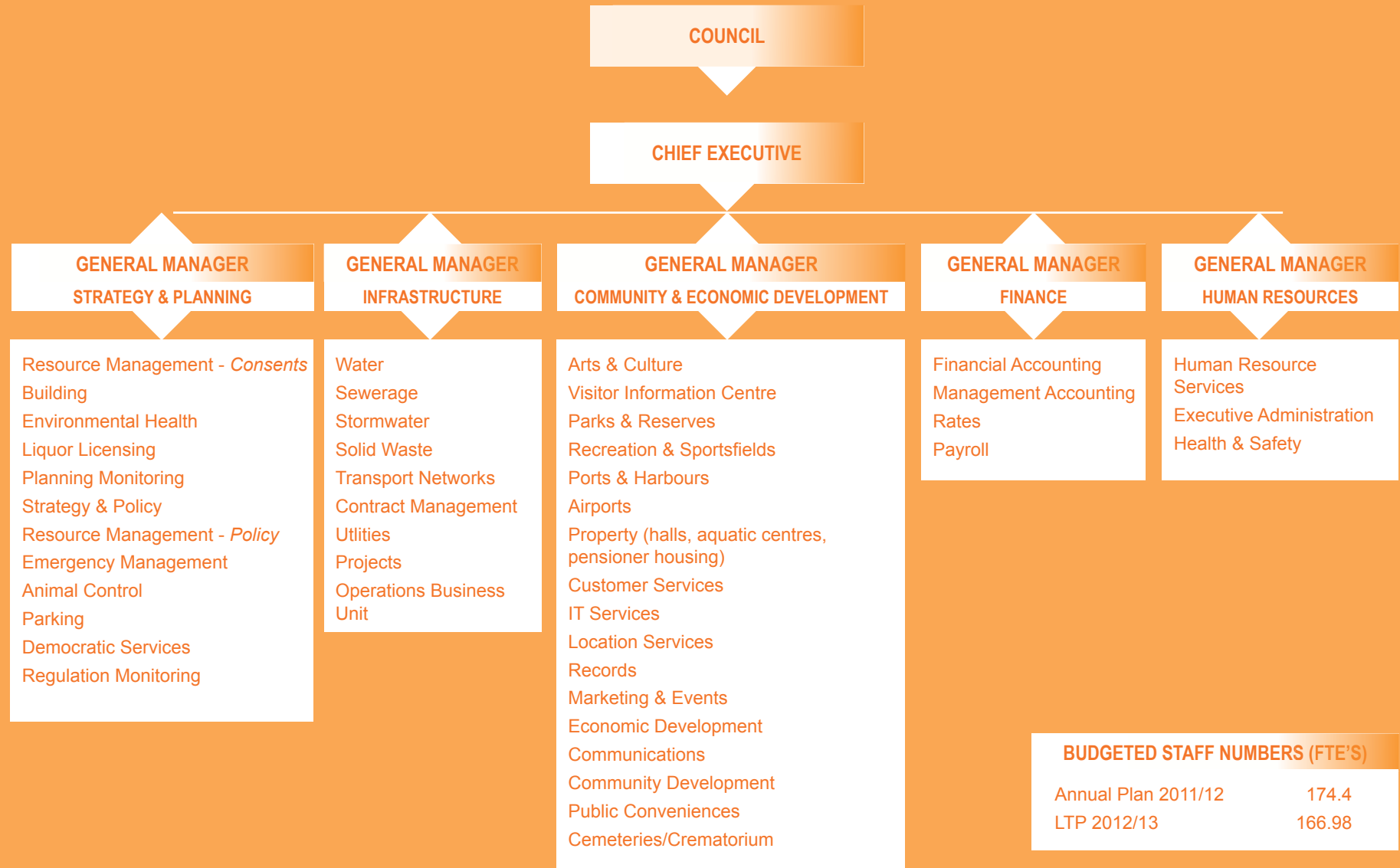
- Preservation Incentive Fund Special Committee
- Young Achiever Awards and Annual Grants Special Committee
- Creative NZ Local Communities Funding Assessment Special Committee
- Community Sports Fund Assessment Special Committee
- Whakatāne District Museum and Gallery Board
- Plains Water Supply Special Committee

COMMUNITY BOARDS

Meets seven weekly

- Rangitāiki
- Murupara
- Ōhope Beach
- Tāneatua
- Whakatāne

MANAGEMENT & STAFF STRUCTURE



YOUR DISTRICT

WHAKATĀNE DISTRICT HISTORY

The first inhabitant, more than 1000 years ago, was Tīwakawaka, a grandson of Maui, the legendary voyager and discoverer of Aotearoa. Tīwakawaka's people had lived in Kakahoroa (later to be named Whakatāne) for some generations before the arrival of ancient tribes Te Tini o Toi, Te Hapuoneone and Ngā Potiki. Many of Te Tini o Toi people married original settlers and from his stronghold - Kapu-te-rangi (one of the oldest known pā sites in New Zealand) above Whakatāne, his sons Rauru and Awanuiarangi founded tribes of their own.

Some 200 years later, the waka Mataatua arrived bringing, amongst other things, the kūmara. Following the directions of his father Irakewa, Captain Toroa, his brothers Puhī and Tāneatua, sister Muriwai, son Ruaihona, daughter Wairaka and other members of his family sailed to Kakahoroa, mooring in the river near Whakatāne's current CBD. The men then climbed the hillside to Kapu-te-rangi, leaving Mataatua in the care of the small group consisting mainly of women. The outgoing tide was threatening to carry away the waka when Wairaka exclaimed: "E! Kia whakatāne ake aui ahau" (let me act the part of a man). In breach of tradition, the women paddled the canoe back to safety and from this incident, Whakatāne received its name.

Some time later, Toroa and Puhī fell into dispute over the planting of the kūmara and Puhī and some of his followers departed in Mataatua for the Far North where he founded the Ngā Puhī tribe. Again, Toroa's people intermarried with the tangata whenua and from them descend the Ngāti Awa, Tūhoe and Te Whakatōhea iwi which remain guardians of the Eastern Bay of Plenty region to this day.

The arrival of Europeans

European settlement began in the 1830s when whalers, sealers and later missionaries and traders made their homes here. The Whakatāne area became a major ship building centre and the vessels were used to carry maize, potatoes, wheat and flax to other northern population centres for sale or barter.

Although many Eastern Bay of Plenty Māori took no active part, the area nevertheless became embroiled in the New Zealand land wars during the 1860s and 70s. In 1866, 448,000 acres (181,000 hectares) of land belonging to the Bay of Plenty 'rebel' tribes - Tūhoe, Te Whakatōhea and Ngāti Awa – were confiscated by the Government. Tūhoe lost Ōpouriao and Waimana, their only substantial flat lands, and their only access to the coast through Ōhiwa Harbour. This injustice fanned the flames of war. In 1869, the famed fighting chieftain Te Kooti raided Whakatāne, razing its few buildings. This led to the stationing of a unit of armed constabulary in Whakatāne and the construction of a defensive redoubt on the promontory above the town centre.

Industrial and agricultural development

With the advent of more peaceful times, industrial and agricultural development continued, accelerating from 1910 onwards. Between 1911 and 1925 the Rangitāiki wetland was drained by diverting the Rangitāiki River direct to the coast and channelling and stopbanking of the Tarawera River. This enabled major development to occur on the Rangitāiki Plains.

The residential and commercial development of Whakatāne grew through the reclamation of land. Fort Galatea was established as a military redoubt in 1869.

In 1884 Hutton Troutbeck purchased 21,694 acres and established Galatea Station. In 1931 the estate was purchased by the Crown to be offered for ballot farms. Galatea was further developed after World War II when land was offered to ex-servicemen for ballot.

The establishment of industrial complexes near Kawerau was the impetus for major development in the District. This included the construction of an integrated pulp, paper and timber mill, utilising largely radiata pine from Kaingaroa Forest, during 1953-1956 by a consortium of construction firms. Kawerau was developed as a result of the mill construction. At first there were no shops and supplies had to be brought in from businesses at Edgecumbe, Te Teko and Whakatāne.

The development of housing at Otarawairere took place in conjunction with development of industrial complexes at Kawerau to provide accommodation for senior mill staff. The Murupara township was also developed in the 1950s to house forestry workers and as a railhead for logs going to the pulp and paper mill at Kawerau. The diversion of part of the Whakatāne River into a new channel alongside the township was completed in 1969. The diversion was a major project of the Bay of Plenty Catchment Commission's scheme which aimed to protect the town from a "100 year flood event". A flood that has a 1% chance of happening each year. This created an area of low lying land which saw the development of the Awatapu subdivision.

The District has flourished into a vibrant area with friendly people and an amazing environment to live, work and play. Protecting and promoting our history continues to be an important consideration.

THE PEOPLE¹

TOTAL POPULATION

There are approximately 34,700 people in the Whakatāne District. This ranks the District 36th in population size out of 73 territorial authorities in New Zealand. 50.7% of the population are female and 49.3% are male.

GROWTH

Whakatāne District's population has increased slowly over the past decades. However, we are keen to grow the District to create a more stable and thriving economy. We have developed a Growth Strategy, which is a plan for future growth, that sets a target for the future growth of Whakatāne and Ōhope of 25,000 people by 2050. While this is a large increase from the current 17,300 population, it signals our desire to encourage investment to facilitate growth.

Growth will be proactively encouraged by re-zoning land, reducing resource and building consent fees, through business promotion delivered by Toi Economic Development Agency, and by selling land we own in residential areas. There is a national trend for people to move away from rural areas and towards the coast. However, development of the economy across our District to improve standards of living for all our residents is a major focus for us.

ETHNICITY

The Whakatāne District has a high Māori population compared to the rest of the Country. Māori make up approximately 42.2% of the Whakatāne District. This compares to 14.6% nationally. The Māori culture is a strong and vibrant aspect of the Whakatāne community.

Iwi in the District include:

- Ngāti Awa
- Ngāi Tūhoe
- Ngāti Whare
- Ngāti Manawa
- Ngāti Rangitīhi
- Ngāti Tūwharetoa ki Kawerau
- Ūpokorehe hapū

LANGUAGE

Apart from English, the next most common language spoken in the Whakatāne District is Te Reo Māori. Te Reo Māori is spoken by 17.4% of people, this is substantially higher than the New Zealand average of 4.1%. In the Whakatāne District 78.2% of people speak only one language. This compares to 80.5% nationally.

EDUCATION

67.9% of Whakatāne District's population has some sort of qualification (either a school or post-school qualification). This is 7.1% lower than the New Zealand average.

INCOME

Personal income levels in the District are rising at a steady rate. There was an increase in the medium income of \$5,800 between the 2001 and 2006 census. The most marked change is in the high-income bracket (earnings over \$50,000); with 4% more of the population earning over \$50,000 in 2006 than 2001 (see table 1). Whakatāne has a slightly smaller percentage of people at 14% earning over \$50,000 compared to the New Zealand national average at 16% (2006 Census).

In 2006, Ōhope and Coastlands had the highest median and average personal incomes in the District. The median

TABLE 1 – WHAKATĀNE DISTRICT INCOME RANGE (2001-2006)

%	<\$15,000	15,001-\$30,000	\$30,001-\$50,000	\$50,000+
2001	42%	21%	14%	10%
2006	31%	23%	17%	14%
NZ (2006)	30%	22%	21%	16%

¹The statistics in this section are based on the most recent census in 2006, courtesy of Statistics NZ.

personal income for Ōhope and Coastlands is \$28,900 and \$31,200 respectively. In comparison, Waimana, Tāneatua and Te Teko had the lowest median incomes in 2006 (in the order of \$16,000).

DEPRIVATION

The New Zealand Deprivation index ranks areas from zero to 10, 10 being the highest level of deprivation. Factors that increase the score include low income, high unemployment, no academic qualifications, overcrowding, no car, no phone, living in rental accommodation and single parent families.

The Whakatāne District had an average deprivation rating of eight (Ministry of Health, 2006). Areas that have the highest level of deprivation include Tāneatua, Te Teko, Trident, Orini, Matahina-Minginui, Waimana, Urewera and Murupara. Areas with the lowest level of deprivation include Coastlands, Ōhope and Otakiri. The high levels of deprivation in our community is one of the reasons for a strong emphasis on affordability through the development of this LTP, especially when we reviewed our rating system.

THE FEATURES

Our environment is stunning

The total area of the District is approximately 4,450km² encompassing a variety of natural characteristics and landscapes. In the north, the coastline is dominated by sandy beaches including Otamarakau, Matatā, Thornton and Ōhope. Major river mouth systems found along the coast are the Tarawera, Rangitāiki, and Whakatāne Rivers. Significant estuary systems are located at the Whakatāne River mouth and Ōhiwa Harbour.

Whakatāne is the Sunshine Capital of the North Island

The Whakatāne District has one of the sunniest climates in the country, especially in our coastal areas, recording one of New Zealand's highest sunshine hours. In 2010 Whakatāne's recorded annual sunshine was 2561 hours, making it the sunniest place in New Zealand overall.

Whakatāne's summer daytime temperatures average 22-26°C, while the winter average daytime temperatures range between 12 and 19°C.



The coastal lowlands centred on the Rangitāiki Plains have better quality soils than in other parts of the District and are used for primary production. The total area of the Rangitāiki Plains is approximately 30,000 hectares. About 45% of this area (14,000 hectares) has sufficiently high quality soil and has potential for market gardening, cash cropping or fruit production.

Low, rolling hill country reaches to the sea west and east of the plains. The largest part of the District rises to the south into the Central Volcanic Plateau.

The environment plays an important part in the Whakatāne lifestyle. The District boasts many outdoor activities centering on forests, rivers/streams and the coast. Whakatāne provides a tourist gateway to Whakaari (White Island) - an active marine volcano that can be visited by boat or helicopter. Whakatāne's premier game fishing waters extend to offshore islands, offering a range of species to anglers.

The Rangitāiki, Tarawera and Whakatāne/ Waimana Rivers offer recreational opportunities for rafting, canoeing, swimming and fishing. Lake Aniwhenua and Lake Matahina, both formed as a result of hydro electricity dams, are also popular for recreation. A number of rare and protected water bird species have been seen in the wetland at the southern shallow end of Lake Aniwhenua.

Inland, a significant proportion of the District (41%) is protected native forest within the Te Urewera National Park (the third largest national park in New Zealand). Along with Whirinaki forest, this is part of the largest remaining indigenous forest tract left in the North Island. Bush and forests in the District provide opportunities for hunting, tramping and outdoor adventures.

To the south of our District, Murupara hosts a range of dairy and logging activities. The planting of exotic trees began early in the 1900s on the surrounding scrub land and is now known as the Kaingaroa Forest. Recent changes to the forestry industry have brought about a decrease in the number of permanent residents, but Murupara remains a well-serviced township with a strong community spirit. The town is also the main accessway to the Te Urewera National Park and there are a number of outdoor activities and tours available.

Events that have shaken the District

In the past our District has experienced several hazardous natural events, including:

- Severe flooding in 1964, 1998 and 2004.
- A magnitude 6.3 earthquake at Edgecumbe and surrounding rural areas in 1987.
- Coastal storm wave run up and erosion at Ōhope during cyclones Bola (1987), Fergus (December 1996) and Drena (January 1997).
- Debris flows in Matatā in 2005.

The natural environment has a significant influence on future development of the District.

The Council undertakes projects to mitigate the affects of natural hazards and raise the level of protection from future hazard events. The Council also remains prepared for civil defence emergencies, responds to events, assists with the recovery and educates the community.

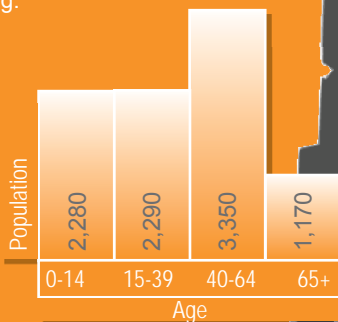


RANGITĀIKI WARD

Population 9,980
 Number of Households 3,570
 Size 851.28km²

Special Features:

- The Rangitāiki Plains has a thriving agricultural industry due to its fertile soils.
- Intensive dairy farming and home to a Fonterra Dairy Factory.
- The Rangitāiki River offers recreational opportunities for rafting, canoeing, fishing and game hunting.

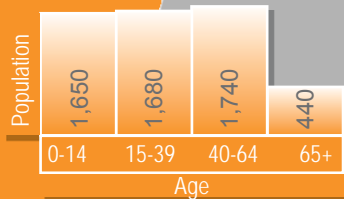


MURUPARA/GALATEA WARD

Population 5,510
 Number of Households 1,840
 Size 4,497.85km²

Special Features:

- A small township, surrounded by dense native bush, rivers, and lush farmland.
- Te Urewera National Park is accessible from Murupara, for a myriad of walking and hunting options.
- Murupara has a strong logging industry, sourcing its timber from the Kaingāroa Forest.

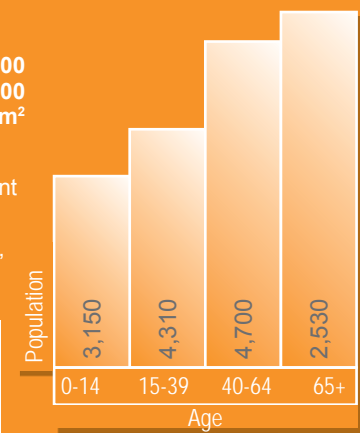


WHAKATĀNE WARD

Population 14,700
 Number of Households 5,800
 Size 40.23km²

Special Features:

- Vibrant retail and commercial area that includes excellent shopping, cafes and restaurants.
- Charter boats offering diving, fishing, dolphin swimming, and trips to White Island from Whakatāne Harbour.

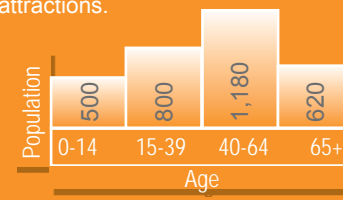


ŌHOPE WARD

Population 3,090
 Number of Households 1,320
 Size 16.74km²

Special Features:

- 11km stretch of golden sand and safe swimming.
- Port Ōhope and Ōhiwa Harbour are popular areas for fishing, water skiing, sailing, kayaking, and windsurfing among the many attractions.



TĀNEATUA WARD

Population 1,430
 Number of Households 430
 Size 1,498.33km²

Special Features:

- Surrounded by native bush which offers a number of opportunities such as fishing, tramping and hunting.
- The Whakatāne and Waimana Rivers meet just southwest of the Tāneatua township.

